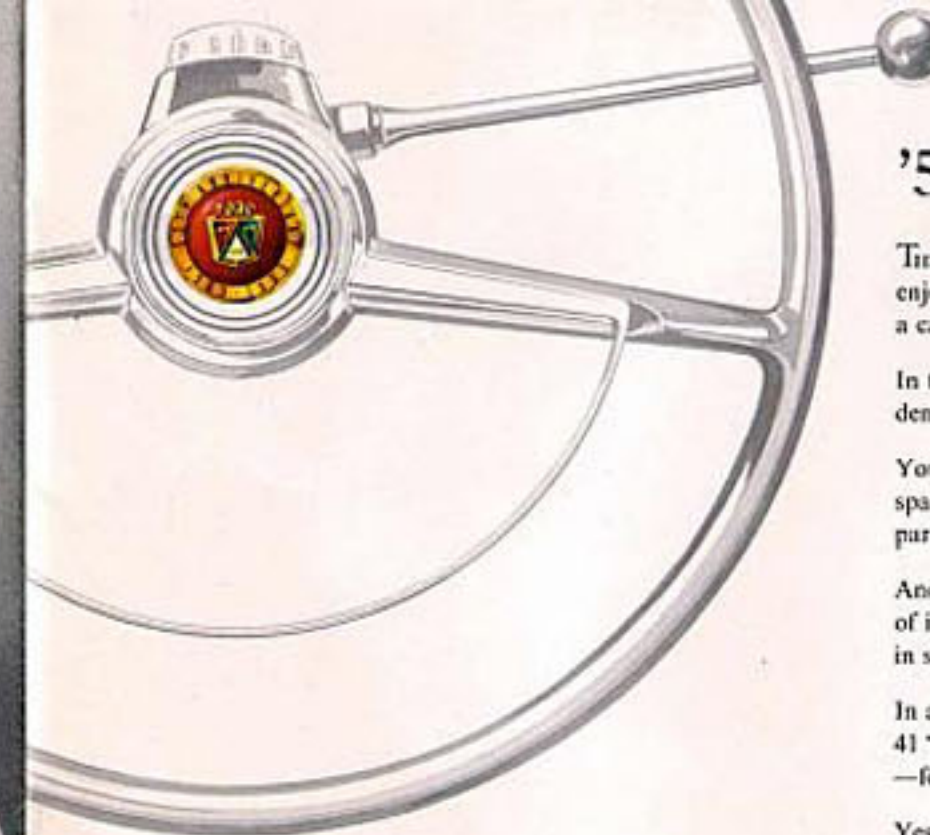
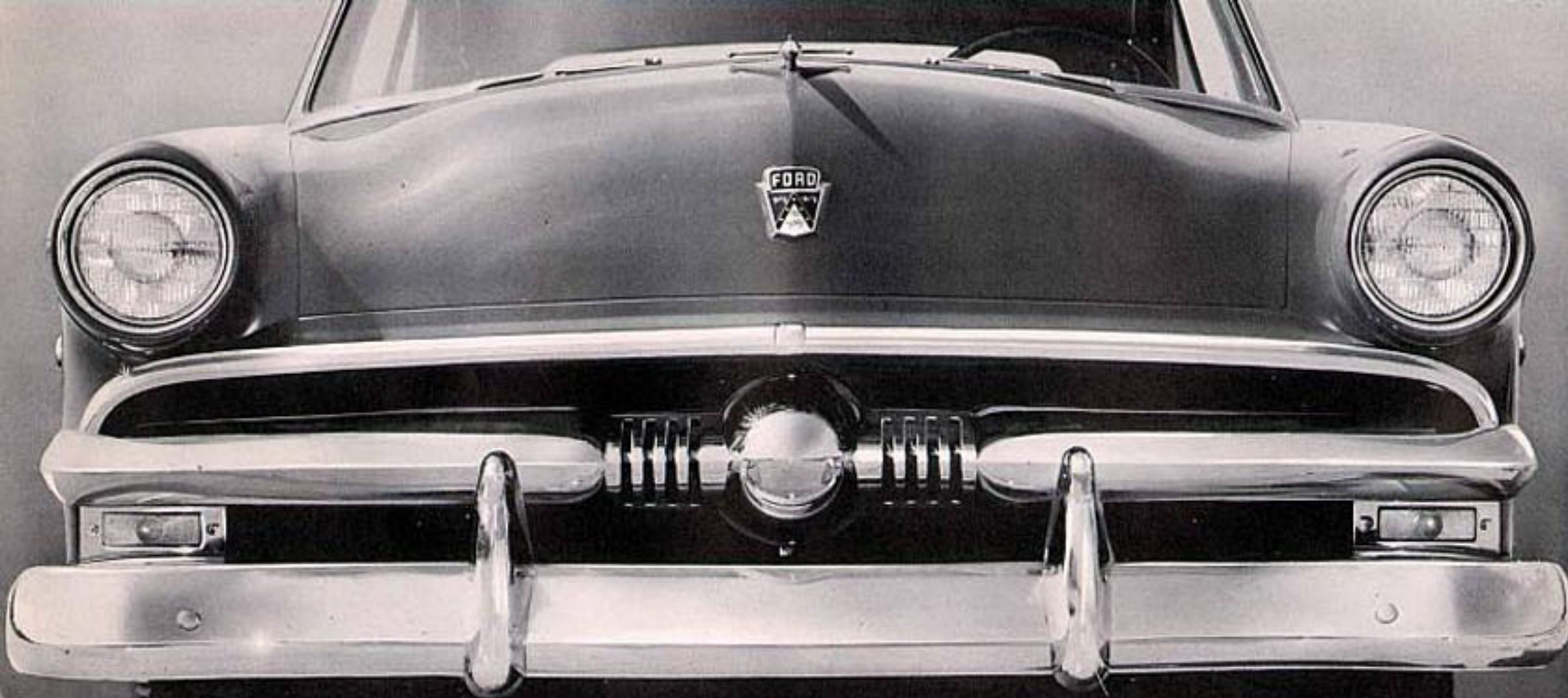




1953 **FORD**





'53 FORD—the New Standard of the American Road!

THE 1953 FORD offers you more than an advanced automobile . . . it brings you a wholly new standard of driving enjoyment. For here is a car expressly designed for the modern tastes and the all-round needs of today's American family—a car that gives you everything in personal transportation that you want, and much that you never expected.

In the '53 Ford you have high-compression power—V-8 or Six—that's more than ample to meet the demands of today's fast-flowing traffic.

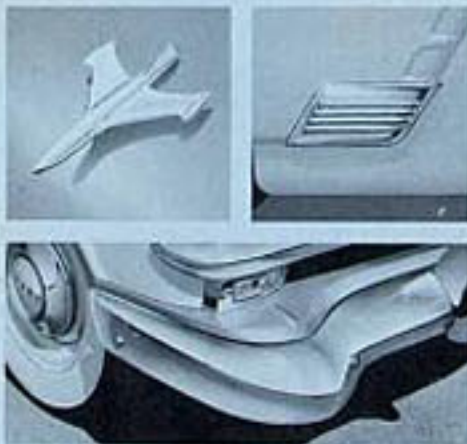
You have a new kind of ride that's smooth and easy, yet stable and safe—a level, restful ride. You have passenger space that's roomy and convenient—luggage space that's oversize. You have easier handling and easier parking—a true delight on long, cross-country journeys or short, around-town trips.

And, what is equally rewarding, you get the longer, lower, wider look that sets the new styling trend. You get the quality of interior trim, appointments and upholstery that complements your car's most modern design. You enjoy, in short, the satisfaction of driving a car that truly "belongs" wherever you may park it.

In addition to these new standards of performance and comfort and styling, you'll find in the '53 Ford no less than 41 "Worth More" features that contribute importantly to the new standard of value for which Ford is recognized everywhere—features which will make your car worth more to you when you buy it and worth more when you sell it.

Yes, judged from every standpoint, the '53 Ford is the New Standard of the American Road. You can pay more, but you can't buy better!

In this new, wider, lower, more massive grille, you see the keynote feature of Ford's sparkling new 1953 styling. It is a symbol of the solid quality and the style-setting beauty that sets Ford apart from all other cars in its field!



FOR BEAUTY AND DUTY

New Futuristic Hood Ornament sets the modern note that typifies all '53 Fords. Every item of trim . . . every detail of design . . . spells distinction.

New Bright Metal Stone Guard on all Mainline models, is distinctive and practical . . . serves as an effective gravel deflector.

Sturdy Bodyguard Bumpers, both front and rear, are curved to follow the contours of the car for greater beauty and more effective wrap-around protection. New parking lights are inset above the front bumpers . . . out of the way . . . clearly visible.

The Mainline Tudor Sedan...a two-door beauty that's six people big!



In no other car, priced so low, will you find interior comfort to match this '53 Ford Mainline Tudor Sedan. And the simplicity of its decor reflects a dignity that you won't find in cars costing hundreds more. You ride on sofa-wide foam-rubber cushioned seats—and so do rear seat passengers. Automatic Posture control adjusts angle and height of front seat to please all drivers—short or tall. The front seat backs tilt forward and in to give extra-easy access to the rear seats.

SPECIFICATIONS

Choice of Two Great Engines

State-Star V-8: 110 brake horsepower @ 3800 rpm, 32.5 to 4.1 to 1 compression ratio, 3.19 in. bore x 3.75 in. stroke, 239.4 cu. in. displacement, A-head type, dual downdraft carburetor with dry-type air cleaner,* full-flow fuel pump,** by-pass type oil filter (at extra cost), 15-plate, 90 amp-hr. battery.

Mileage Maker Six: 101 brake horsepower @ 3500 rpm, 30.4 to 4.1 to 1 compression ratio, 3.55 in. bore x 3.6 in. stroke, 215.3 cu. in. displacement, overhead valve, unit-design downdraft carburetor with dry-type air cleaner,* full-flow fuel pump,** full-flow oil filter (at extra cost), 15-plate, 90 amp-hr. battery.

Both V-8 and Six have these "worth more" features: Automatic Power Pilot, Ford's exclusive carburetion-ignition-cockle system, free-timing valves, exclusive to Ford in its field, precision-molded, superior alloy crankshaft, a Ford exclusive in the industry, high-alloy cast steel exhaust valves, another Ford exclusive, zinc-fitted aluminum alloy pistons, the best type in the industry, waterproof ignition for quick, sure starts in all kinds of weather, key-run starting for extra convenience.

Beautiful Baked Enamel Body Colors

Single-Tone: Raven Black, Woodsmoke Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Sealcoat Green, Polymeric Bronze, Sandpiper Tan, Carnival Red.

Modern Interiors

3 Color-Harmonized Interiors: Gray and Gold Stripe Cloth and upholstery, seat bolsters and headlining in harmonizing darker shade, 2-tone vinyl door and quarter panel trim. Painted surfaces are in harmonizing gray metallic. Febrled black rubber floor mats. Blue and ivory or Mahogany and Ivory Saddleseat (vinyl) upholstery and trim at extra cost.

Fittings and Controls: sun visor on driver's side, 2-spoke steering wheel with horn button, pillar light operated by knob on instrument panel, lighting of instruments and controls regulated by turning headlight knob, ash tray in instrument panel, 4-position starter-ignition switch, coast hook, parking brake handle at left of steering wheel.

Choice of Three Great Drives

Fordomatic Drive (at extra cost)—fluid torque converter combined with automatic planetary gear train, Safety Sequence Drive Selector on steering column, no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type, ball-bearing, synchronized for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type, ratio (to 1): with Conventional—3.90 and, 4.10 opt., with Overdrive—4.10 and, 3.90 or 3.31 opt., with Fordomatic—3.31 and, 3.54 opt.

Magic Action Sides: drop-over type, 10 in. dia. drums, welded lining, total area 175.5 sq. in. Double seal between drum and backing plate. Power-Floor pedal mounting, water cylinder on front of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and triple-tooth sector gear.

Tires and Wheels: 6.70 x 15 4-ply or 5 in. rim. Black sidewalls standard, white sidewalls optional at extra cost.

Self-Centering Clutch: (with Conventional and Overdrive transmissions) dry, single plate type, 9.5 in. outside diameter, ball-type throwout bearing, Power-Floor pedal mounting.

Independent Front Wheel Suspension: balanced-to-weight Hydro-Coil springs with Viscous Control shock absorbers, one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flex springs, rubber-bushed backsets and tension-type shackles, diagonally mounted Viscous Control shock absorbers.

Frame: box-section side rails, 5 cross members, corner cross member and diagonal struts form rigid K-bar.

Exterior Dimensions

115 in. wheelbase, 58 in. front, 56 in. rear track, 197.8 in. long, 73.2 in. wide, 68.3 in. high (with equal load).

*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in hot areas.

**Special fuel and vacuum area unit, optional at extra cost, is factory installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.

Six people big . . . and fine for the little folks . . . is the sleek new Ford Mainline Tudor Sedan. And Ford's Full-Circle Visibility makes driving more enjoyable . . . safer all around.



The Mainline Tudor Sedan

The Mainline Fordor Sedan...handsome and handy on the highways!



When you inspect this big car, you'll agree that the Mainline Fordor has more style . . . more of the things that count . . . than any other car of its kind. Beautiful new upholstery fabrics that harmonize with outside colors. Distinctively patterned floor mats front and rear. And you'll find sofa-wide seats that are big enough to seat the whole family in lounge-car comfort. You'll discover too, that there are rear door safety latches for freedom of mind with the youngsters in the back seat.

Choice of Two Great Engines

State-Size V-8: 110 brake horsepower @ 3000 rpm, 32.5 hp/cu. in. 7.2 to 1 compression ratio, 3.19 in. bore x 3.75 in. stroke, \$39.4 cu. in. displacement, L-head type, dual downdraft carburetor with dry-type air cleaner,* Full-Flow fuel pump,** In-pant type oil filter (at extra cost), 15-plate, 90 amp-hr. battery.

Mileage Maker Six: 101 brake horsepower @ 3500 rpm, 30.4 hp/cu. in. 7.0 to 1 compression ratio, 3.56 in. bore x 3.6 in. stroke, 215.3 cu. in. displacement, overhead valves, unit-design downdraft carburetor with dry-type air cleaner,* Full-Flow fuel pump,** Full-flow oil filter (at extra cost), 15-plate, 90 amp-hr. battery.

Both V-8 and Six have these "worth more" features: Automatic Power Filter, Ford's exclusive carburetor-ignition-combustion system free-firing valves, exclusive to Ford in its field, precision-milled, superior alloy crankshaft, a Ford exclusive in the industry, high-alloy cast steel exhaust valves, another Ford exclusive, zinc-fitted aluminum alloy pistons, the finest type in the industry, waterproof ignition for quick, sure starts in all kinds of weather, key-rem starting for extra convenience.

Beautiful Beled Enamel Body Colors

Single-Tone: Raven Black, Woodsmoke Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seagull Green, Polynesian Bronze, Sandpiper Tan, Carnival Red.

Modern Interiors

3 Color-Harmonized Interiors: Gray and Gold Stripe Crak-cord upholstery, seat bolsters and headliner in harmonizing darker shade, 2-tone vinyl door and quarter panel trim. Painted surfaces are in harmonizing gray metallic. Pebbled black rubber floor mats. Blue and ivory or Mahogany and Ivory Soddiletex (vinyl) upholstery and trim at extra cost.

Fitness and Controls: sun visor on driver's side; 2-spoke steering wheel with horn button; pillar light operated by knob on instrument panel; lighting of instrument and controls regulated by turning headlight knob; ash tray in instrument panel; 4-position starter-ignition switch; coat hooks; parking brake handle at left of steering wheel.

SPECIFICATIONS

Choice of Three Great Drives

Fordomatic Drive (at extra cost)—fluid torque converter combined with automatic planetary gear train; Safety Sequence Drive Selector on steering column; no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type, helical gears, synchronizers for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type. Ratio (to 1): with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 or 3.31 opt.; with Fordomatic—3.31 std., 3.54 opt.

Magic Action Basket: dual-serve type; 10 in. dia. drum; molded lining, total area 173.5 sq. in. Double seal between drum and backing plate. Power-Floor pedal mounting; master cylinder on floor of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and triple-tooth sector gear.

Tires and Wheels: 6.70 x 15 4-ply on 5 in. rims. Black sidewalls standard, white sidewalls optional at extra cost.

Semi-Centrifugal Clutch: (with Conventional and Overdrive transmissions) dry, single plate type, 9.5 in. outside diameter, ball type throwout bearing; Power-Floor pedal mounting.

Independent Front Wheel Suspension: tailored-to-weight Hydra-Coil springs with Viscoous Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flex springs; rubber-bushed brakes and tension-type shock absorbers; diagonally mounted Viscoous Control shock absorbers.

Frame: box-section side rails; 5 cross members; center cross member and diagonal cross form rigid K-bar.

Exterior Dimensions

115 in. wheelbase, 58 in. front, 56 in. rear tread, 197.8 in. long, 73.2 in. wide, 62.3 in. high (with normal load).

*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in our area.

**Special full and reserve pump unit, optional at extra cost, is factory installed on all cars sold in states requiring vacuum booster wind-up/wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.

You'll find no car priced so low that's big and smart enough to match the bumper to bumper beauty of this Fordor. Its more-than-a-yard-wide doors . . . its all-around accessibility . . . make it a family favorite with young and old.



The Mainline Fordor Sedan



FUNCTION AND FASHION

New Distinctively Styled Rear Lights are positioned high and wide . . . easy to see from side and rear . . . define car's width clearly . . . are protected from road splash.

New Rear Deck Lid Handle, mounted below the familiar Ford Crest, has a concealed, weather protected opening for your key. Just turn the key and a finger-tip lifts the rear deck on its counterbalancing hinges.

Center-Fill Fueling makes "filling-up" easier from either side of car . . . leaves more space in trunk. Rear license plate hides filler cap.



BIG, DEEP DECK LUGGAGE LOCKER

The 1953 Ford's luggage locker is big enough to take "everything" with you! Space Saver counterbalancing hinges are mounted high and wide . . . give more room and allow the deck lid to open with a feather touch. Lid holds itself open for easy loading. Another feature that gives you still more room, is Ford's Center-Fill Fueling that eliminates the long, space-eating gas filler pipe in the trunk.

Your luggage, is safe, too, from rain and road splash. Thick sponge rubber seal around the snug-fitting deck lid makes the luggage compartment weather tight. Spare tire is located where it's easy to remove and replace. Tools can't rattle because they are locked securely next to spare . . . out of sight . . . handy!



Besides the extra-roomy luggage locker that you find in all the 1953 Fords, you'll find lots of easy-to-get-at carrying space behind the front seat of this new Mainline Business Coupe. In fact, there's nearly a dozen square feet of flat floor area at your disposal. Note the neatly-finished compartment with its smart, practical rubber floor mat and attractive wall lining. Seat backs tilt forward at an angle for easy access.

And you take trips in easy stride, arrive fresh after the day's drive with Ford's contoured seats to relax in . . . and Automatic Ride Control to take bounce out of bumps . . . tilt out of turns!

The Mainline Business Coupe...makes business a pleasure, trips a treat!

SPECIFICATIONS

Choice of Two Great Engines

Strato-Shot V-8: 110 brake horsepower @ 3000 rpm; 32.5 usable h.p.; 7.9 to 1 compression ratio; 3.19 in. bore x 3.75 in. stroke; 230.4 cu. in. displacement; L-head type; dual downdraft carburetor with dry-type air cleaner,* FullFlo fuel pump,** full-flow oil filter (at extra cost), 15-plate, 90 amp-hr. battery.

Mileage Maker Six: 101 brake horsepower @ 3500 rpm; 30.4 kw/hp h.p.; 7.0 to 1 compression ratio; 3.56 in. bore x 3.6 in. stroke; 215.3 cu. in. displacement; overhead valves; unit design, downdraft carburetor with dry-type air cleaner,* FullFlo fuel pump,** full-flow oil filter (at extra cost), 15-plate, 90 amp-hr. battery.

Both V-8 and Six have these "work more" features: Automatic Power Pilot, Ford's exclusive carburetor-ignition-coil system, free-running valves, exclusive to Ford is its field, precision-molded, superior alloy crankshaft, a Ford exclusive in the industry, high-alloy cast-steel exhaust valves, another Ford exclusive, tapered aluminum alloy pistons, the Ford type in the industry, waterproof ignition for quick, sure starts in all kinds of weather, keyless starting for extra convenience.

Beautiful Baked Enamel Body Colors

Single-Tone: Raven Black, Woodlake Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Sealcoat Green, Polynesian Bronze, Sandpiper Tan, Carnival Red.

Modern Interiors

3 Color-Harmonized Interiors: Gray and Gold Stripe Craft-cord upholstery seat bolsters and headlining in harmonizing darker shade; 2-tone vinyl door trim, grained dark gray carpeting quarter and back panels in rear compartment. Painted surfaces are in harmonizing gray metallic. Pebbled black rubber mats. Blue and ivory or Mahogany and ivory Saddletex (vinyl) upholstery and trim at extra cost.

Fittings and Controls: six view on driver's side; 2-spoke steering wheel with horn button; pillar light operated by knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; ash tray in instrument panel; 4-position starter-ignition switch; coat hooks; parking brake at left of steering wheel.

Choice of Three Great Drives

Automatic Drive (at extra cost)—fluid torque converter combined with automatic planetary gear train; Safety Sequence Drive Selector on steering column; no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type, helical gears; synchronizers for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type. Ratio (to 1): with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 or 3.31 opt. with Fordomatic—3.31 std., 3.54 opt.

Magic Action Brakes: disc-servo type; 10 in. dia. drums; welded livings, total area 123.5 sq. in. Double seal between drum and backing plate. Power-Pivot pedal mounting; master cylinder on front of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and triple-tooth sector gear.

Tires and Wheels: 6.70 x 15 4-ply on 5 in. rims. Black sidewalls standard, white sidewalls optional at extra cost.

Self-Adjusting Clutch: (with Conventional and Overdrive transmissions) dry, single plate type; 9.5 in. outside diameter; ball-type throwout bearing; Power-Pivot pedal mounting.

Independent Front Wheel Suspension: balanced-to-weight Hydro-Coil springs with Viscous Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flex springs; rubber-bushed brackets and torsion-type shackles; diagonally mounted Viscous Control shock absorbers.

Frame: box-section side rails; 5 cross members, center cross member and diagonal struts form rigid X-bar.

Exterior Dimensions

115 in. wheelbase; 58 in. front; 56 in. rear wheel; 197.8 in. long; 73.2 in. wide; 61.9 in. high (with normal load).

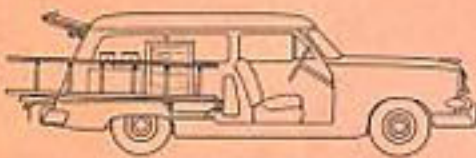
*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dirt areas.

**Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.



If you spend many business hours in your car—this is the Ford model that was tailor-made for you and for your "gear." Its balanced-ease steering gives it a special talent for traffic.

The Mainline Business Coupe



ROLLS UP ITS SLEEVES IN SECONDS

The 1953 Mainline Ranch Wagon is a two-way performer. One moment it carries 6 passengers in roomy comfort . . . the next it's a rugged hauler of heavy loads.

One of its secrets is a cleverly designed Stow-away back seat. In three seconds flat seat folds flush with the floor. Then the tail gate lowers and locks securely, to give you even more room for your freight. Wide-set hinges on tail gate allow lots of clear loading area. Counterbalancing hinges hold lift gate in up position *automatically* and lock securely with wing nuts for extra safety. Doors and gates have push-button handles and rotary latches for easy, efficient operation.

The Mainline Ranch Wagon...two cars in one—for business and fun!



Check those dimensions! Whether you're hauling the family furniture or going hunting in style, you'll love every foot of this big all-steel beauty. You'll find plenty of room for "everything" in the Ranch Wagon.

The tough, ribbed linoleum floor covering gives an attractive, smoothly finished appearance. Thick foam-rubber pads in the smart, vinyl-covered seat cushions give you sedan comfort.

The spare tire is conveniently located under a floor panel next to tail gate. License plate and light are mounted so that they can be easily seen when the tail gate is lowered.

SPECIFICATIONS

Choice of Two Great Engines

Stato-Star V-8: 110 brake horsepower @ 3800 rpm; 32.5 taxable h.p.; 7.9 to 1 compression ratio; 2.39 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement; L-head type; dual downdraft carburetor with dry-type air cleaner; Full-flow fuel pump; 14-plate type of filter (at extra cost); 15-plate, 90 amp-hr. battery.

Mileage Maker Six: 101 brake horsepower @ 3500 rpm; 30.4 taxable h.p.; 7.0 to 1 compression ratio; 3.56 in. bore x 3.6 in. stroke; 213.3 cu. in. displacement; overhead valves; unit design downdraft carburetor with dry-type air cleaner; Full-flow fuel pump; Full-flow oil filter (at extra cost); 15-plate, 90 amp-hr. battery.

Both V-8 and Six have these "worth more" features: Automatic Power Pilot, Ford's exclusive carburetor-ignition-combustion system, free-turning valves, exclusive to Ford in its field, precision molded, superior alloy crankshaft, a Ford exclusive in the industry, high-alloy cast steel exhaust valves, another Ford exclusive, superlight aluminum alloy pistons, the best type in the industry, waterproof ignition for quick, sure starts in all kinds of weather, key-rem. starting for extra convenience.

Beautiful Baked Enamel Body Colors

Regular Colors: Woodrose Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seafair Green, Polynesian Bronze, Sandpiper Tan, Carnival Red.

Two-Tone! (at extra cost): Carnival Red with Sandpiper Tan; Polynesian Bronze with Sandpiper Tan; Seafair Green with Timberline Green.

† 1st color listed is on body below belt moldings and on roof; second color is between drip and belt moldings.

Modern Interior

Color-Homesteaded Interior: Tan pleated vinyl on seat cushions and on fronts of seat backs; grained dark brown vinyl on back of front seat back with ribbed tan linoleum on Stow-away rear seat cushion bottom and back of seat back. Floor and quarter panels are in mahogany-grained vinyl with headlining in harmonizing brown and busy waves plastic. Painted surfaces are in dark brown. Pebbled black rubber floor mats in front and rear passenger compartments; heavy ribbed tan linoleum in load space.

Fittings and Controls: 8 set vials; 3-spoke steering wheel with horn button; giller light operated by knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; 4-position starter-ignition switch; parking brake handle at left of steering wheel; oil type in instrument panel; arm rest on doors.

Choice of Three Great Drives

Fordomatic Drive (at extra cost)—fluid torque converter combined with automatic planetary gear train; Safety Sequence Drive Selector on steering column; no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type helical gears; synchronizers for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type. Ratio (to 1): with Conventional—4.09 std.; 4.27 opt.; with Overdrive—4.27 std.; with Fordomatic—3.54 std.

Magic Action Brakes: duo-servo type; 11 in. dia. drums; welded linings, total area 159.1 sq. in. Double seal between drum and backing plate. Power-Pivot pedal mounting; master cylinder on front of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball tie cross link. Worm and hiple-tooth sector gear.

Tires and Wheels: 7.10 x 15 4-ply tires standard, 6-ply optional at extra cost. Black sidewalls standard; white sidewalls optional at extra cost.

Self-Centrifugal Clutch: (with Conventional and Overdrive transmissions) dry, single plate type; 9.5 in. outside diameter; ball-type throwout bearing; Power-Pivot pedal mounting.

Independent Front Wheel Suspension: tapered-to-weight Hydro-Coil springs with Viscous Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flax springs; rubber-bushed brackets and tension-type shackles; diagonally mounted Viscous Control shock absorbers.

Frame: box-section side rails; 5 cross members; center cross member and diagonal cross bars rigid E-bar.

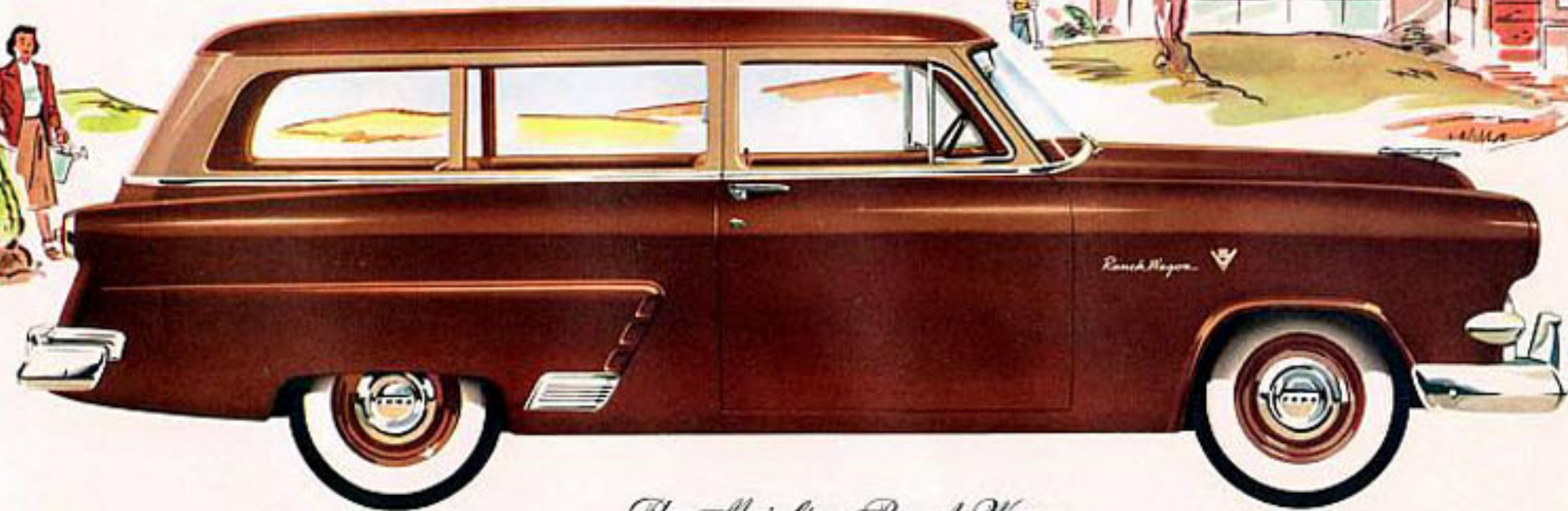
Exterior Dimensions

115 in. wheelbase; 58 in. front; 56 in. rear head; 197.8 in. long; 73.2 in. wide; 63.8 in. high (with normal load).

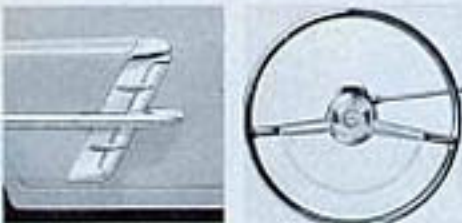
*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dual units.

**Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars sold in states requiring vacuum booster wind-aided wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.

No wonder it's America's favorite station wagon! For beauty . . . for duty . . . the big 1953 Ford Ranch Wagon is your best two-door station wagon buy!



The Mainline Ranch Wagon



STYLED AHEAD IN EVERY FEATURE

New Rear Cap Molding and rear quarter trim, on Customline and Crestline models, add to the sweeping lines of the car. Provide an effective gravel-deflector and rub rail.

New Smartly Styled Steering Wheel with a new half-circle horn ring gives you a full view of the instrument cluster. Contoured wheel is designed for easy gripping.

New Bright Metal Molding on front fenders of most Customline and Crestline models serves as a rub rail to protect finish, front doors and front fenders.



The doors on the 1953 Ford Customline Tudor Sedan are nearly four feet wide. And, as on all the new Fords, they open extra wide on easy-entree offset hinges. New door checks hold the doors open at two-thirds or full open position for easier entrance and exit. These hinges allow doors to swing closed, like a bank vault door. Thus, pressure is equalized at all parts of the door frames for a tight seal.

The Customline Tudor Sedan...it's the big family favorite!

SPECIFICATIONS

Choice of Two Great Engines

State-Star V-8: 110 brake horsepower @ 3800 rpm; 32.5 movable h.p.; 7.2 to 1 compression ratio; 3.19 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement; L-head type; dual downward carburetor with dry-type air cleaner; Full-Flow fuel pump** by-pass type oil filter (at extra cost); 15-plate, 90 amp-hr. battery.

Mileage Maker Six: 101 brake horsepower @ 3500 rpm; 32.4 movable h.p.; 7.0 to 1 compression ratio; 3.56 in. bore x 3.6 in. stroke; 215.3 cu. in. displacement; overhead valve unit design downward carburetor with dry-type air cleaner; Full-Flow fuel pump** full-flow oil filter (at extra cost); 15-plate, 90 amp-hr. battery.

Both V-8 and Six have these "worth more" features: Automatic Power Pilot, Ford's exclusive carburetor-ignition combustion system, free-turning valves, exclusive to Ford in its field, precision-molded, superior alloy crankshaft, a Ford exclusive in the industry, high-alloy cast steel exhaust valves, another Ford exclusive, super-fine aluminum alloy pistons, the finest type in the industry, waterproof ignition for quick, sure starts in all kinds of weather, key-turn starting for extra convenience.

Beautiful Baked Enamel Body Colors

Single-Tone: Raven Black, Woodsmoke Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mar Green, Sealcon Green, Polynesian Bronze, Sandloter Tan, Carnival Red.

Two-Tone: (at extra cost) Carnival Red with Sunray Ivory top; Glacier Blue with Sheridan Blue top; Sealcon Green with Timberline Green top.

Modern Interiors

5 Color-Harmonized Interiors: Two-tone Gray Stripe Cratford, Green and White Diagonal Stripe Cratweave or Two-tone Tan Check Cratweave upholstery to harmonize with exterior color; seat bolsters and headlining in harmonizing darker shade; 2-tone vinyl-and-cloth door and quarter panel trim. Painted surfaces are in gray, green or brown metallic. Pebbled rubber floor mats—black in front, colored in rear, Blue and Ivory or Mahogany and Ivory Saddlesex (vinyl) upholstery and trim at extra cost.

Fittings and Controls: 2 toe visors, arm rests, front and rear parking brake handle at left of steering wheel, 2 pillar lights operated by door switches or knob on instrument panel, lighting of instrument and controls regulated by turning headlight knob; 2 over-temperature wipers in front, 2 in rear; 4-position starter-ignition switch, cigarette lighter, stem-wound clock, door locks.

Choice of Three Great Drives

Fordomatic Drive (at extra cost)—fluid torque converter case, lined with automatic planetary gear rails, Safety Sequence Drive Selector on steering column, no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type, helical gears, synchronizers for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type, Ratio (to 1): with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 or 3.31 opt.; with Fordomatic—3.31 std., 3.54 opt.

Magic Action Brakes: disc-drum type, 10 in. dia. drums, milled linings, total area 173.5 sq. in. Double seal between drum and backing plate. Power-Fit pedal mounting, master cylinder on floor of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and triple-tooth sector gear. **Tires and Wheels:** 6.70 x 15 4-ply or 5 in. dia. Black sidewalls standard, white sidewalls optional at extra cost.

Semi-Castleball Clutch: (with Conventional and Overdrive transmissions) dry, single plate type, 9.5 in. outside diameter, ball-type throwout bearing; Power-Fit pedal mounting.

Independent Front Wheel Suspension: tailored-to-weight Hydro-Coil springs with Viscous Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flex springs, rubber-bushed trackbars and tension-type shackles; diagonally mounted Viscous Control shock absorbers.

Frame: box-section side rails; 5 cross members, center cross member and diagonal struts form rigid K-bar.

Exterior Dimensions

115 in. wheelbase; 50 in. front, 56 in. rear track; 197.8 in. long; 74.3 in. wide; 62.3 in. high (with normal load).

*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dust areas.

**Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars and is shown requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.



Family folks will love this big, roomy car with its two-door safety and convenience. Seat backs tilt forward and in for easy entrance and exit. And the wide back seat is a safe "playground" for the youngsters.



The Customline Tudor Sedan



PEDALS ARE SUSPENDED

Here's another way in which Ford leads its field in progressive engineering and "worth more" features. Ford's Power-Pivot Clutch and Brake Pedals are suspended from above for easier operation . . . make unobstructed foot space of the entire floor space . . . eliminate dusty, drafty floor holes.

This advanced Ford feature also allows the brake master cylinder to be mounted on front of dash under the hood where it is protected from road-splash . . . where it's easy to get at for inspection and service.

The Customline Fordor Sedan...big in size and long on beauty!



There's room for all aboard this 4-door beauty. Sofa-wide seats, front and rear, hold three big folks apiece—with hip, shoulder, leg and head room to spare. Four big doors give easy access. And the rear door handles are inoperative when the inside door lock push-buttons are *down*—a safety measure that makes this Fordor a real family car.

Other big-car features are the Fordor's nearly 16½ feet of bumper to bumper beauty . . . its big "built to stay built" body . . . and its big "picture-window" visibility. And its choice of 10 single-tone colors, 3 two-tone colors with smart harmonizing upholstery and trim ensembles surpasses available choices in many higher-priced cars.

SPECIFICATIONS

Choice of Two Great Engines

Sixty-Six V-8: 110 brake horsepower @ 3800 rpm, 32.5 variable h.p., 7.8 to 1 compression ratio, 3.19 in. bore x 3.75 in. stroke, 239.4 cu. in. displacement. L-head, top-down carburetor with dry-type air cleaner,* full-flow fuel pump,** in-pass type oil filter (at extra cost), 15-plate, 90 amp-hr. battery.

Mileage Maker Six: 101 brake horsepower @ 3500 rpm, 30.4 variable h.p., 7.0 to 1 compression ratio, 3.55 in. bore x 3.6 in. stroke, 215.3 cu. in. displacement, overhead valves, unit-design downdraft carburetor with dry-type air cleaner,* full-flow fuel pump,** in-pass oil filter (at extra cost), 15-plate, 90 amp-hr. battery.

Both V-8 and Six have these "worth more" features: Automatic Power Pilot, Ford's exclusive carburetion-ignition-carburetor system, heat-retaining valves, exclusive to Ford in its field; precision-molded, superior alloy crankshaft, a Ford exclusive in the industry; high-alloy cast steel exhaust valves, another Ford exclusive; super-fitted aluminum alloy pistons, the finest type in the industry; waterproof ignition for quick, sure starts in all kinds of weather; key-turn starting for extra convenience.

Beautiful Baked Enamel Body Colors

Single-Tone: Raven Black, Woodsmoke Green, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seafoam Green, Palomarian Bronze, Sandpaper Tan, Carnival Red.

Two-Tone (at extra cost): Carnival Red with Sun-gate Ivory top; Glacier Blue with Sheridan Blue top; Seafoam Green with Timberline Green top.

Modern Interiors

5 Color-Harmonized Interiors: Two-tone Gray Stripe Craft-cord, Green and White Diagonal Stripe Craft-weave or Two-tone Tan Check Craft-weave upholstery to harmonize with exterior colors; seat bolsters and headrests in harmonizing darker shades; 9-tone vinyl-and-cloth door and quarter panel trim. Painted surfaces are in harmonizing gray, green or brown enamel. Patented rubber floor mats—black in front, colored in rear. Blue and Ivory or Mahogany and Ivory Saddlelex (vinyl) upholstery and trim at extra cost.

Fitings and Controls: 2 set vision, arm rests, front and rear, parking brake handle at left of steering wheel, 2 pillar lights operated by door switches or knob on instrument panel, lighting of instruments and controls regulated by turning headlight knob, robe cord, ash tray in instrument panel, and in front seat back, 4-position starter-ignition switch, cigarette lighter, stem-wound clock, coat hooks.

Choice of Three Great Drives

Fordomatic Drive (at extra cost): Field torque converter combined with automatic planetary gear train; Safety Sequence Drive Selector on steering column, no clutch pedal. **Overdrive (at extra cost):** conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th lowest ratio (0.70 to 1) automatically. **Conventional Drive—**3-speed selective gear type, helical gears, synchronizers for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type. Ratio (to 1): with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 or 3.31 opt.; with Fordomatic—3.31 std., 3.54 opt.

Magic Action Brakes: dual-serve type, 10 in. dia. drums, molded linings, total area 173.5 sq. in. Double seal between drum and backing plate. Power-Pivot pedal mounting, master cylinder at front of dash, under hood.

Balanced-Cone Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and single-tooth sector gear.

Tires and Wheels: 6.70 x 15 4-ply on 5 in. rim. Black sidewalls standard, white sidewalls optional at extra cost.

Semi-Convulgel Clutch (with Conventional and Overdrive transmission): dry, single plate type; 9.5 in. outside diameter, ball-type throwout bearing; Power-Pivot pedal mounting.

Independent Front Wheel Suspension: torsion-to-weight Flexi-Coil springs with Viscous Control shock absorbers, one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flex springs; rubber-bushed brackets and torsion-type shackles; diagonally mounted Viscous Control shock absorbers.

Frame: box-section side rails; 5 cross members; center cross member and diagonal strut from rigid K-bar.

Exterior Dimensions

115 in. wheelbase, 58 in. front, 56 in. rear tread, 197.8 in. long, 74.3 in. wide, 62.3 in. high (with normal load).

*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in our areas.

**Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.



Here's a car that's equally "at home" in a family gathering or at a fashion parade. Its four extra-big doors . . . its built-in comfort for six . . . make it ideal for short trips or long journeys.

The Customline Fordor Sedan



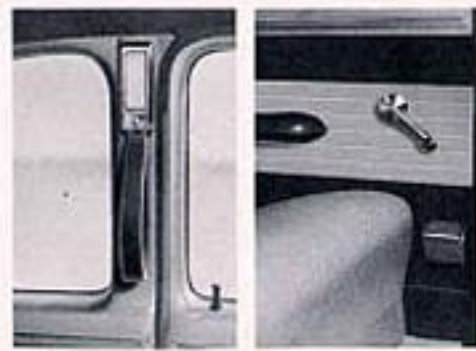
ONE TOUCH AND IT'S OPEN

The most modern design in any car, Ford's push-button rotary door latches are built to let doors open easily . . . stay closed safely. Their modern yet simple construction will keep them operating smoothly for years.

The thumb-contoured push-button itself is protected from the weather by the overhanging, easy-to-grip door handle. Ford's pin tumbler lock . . . the finest available . . . is located below the handle and is protected by a metal cover from rain, snow and dust.

This is another example of the '53 Ford's fine, quality coachwork . . . sharp attention to detail . . . and trend-setting body design. It's typical of the many, many features that make the '53 Ford worth more when you buy it . . . worth more when you sell it.

The Customline Club Coupe...smart for two—with room for six!



The 1953 Ford Customline Club Coupe is just the ticket for a personal . . . and practical car. It's snug and easy to relax in . . . perfect for 2-car families or for couples who prefer the distinctive silhouette of a coupe. And, yet, there's ample room for a party of six . . . and loads of luggage space.

Every detail has been carefully planned for your convenience. For example, when doors are opened, center pillar lights turn on *automatically* . . . turn off when doors are closed. Assist loops are handily located to help you in or out of rear seat compartment . . . and, of course, *all* seats are foam-rubber cushioned in this '53 Ford.

SPECIFICATIONS

Choice of Two Great Engines

Staro-Star V-8: 110 brake horsepower @ 3800 rpm, 32.5 variable h.p., 7.0 to 1 compression ratio, 3.10 in. bore x 3.75 in. stroke, 239.4 cu. in. displacement, L-head type, dual downdraft carburetor with dry-type air cleaner,* full-flow fuel pump,** full-flow oil filter (at extra cost), 15-plate, 90 amp/hr. battery.

Mileage Maker Six: 101 brake horsepower @ 3500 rpm, 30.4 variable h.p., 7.0 to 1 compression ratio, 3.56 in. bore x 3.6 in. stroke, 215.3 cu. in. displacement, overhead valves, cast-iron downdraft carburetor with dry-type air cleaner,* full-flow fuel pump,** full-flow oil filter (at extra cost), 15-plate, 90 amp/hr. battery.

Both V-8 and Six have these "worth more" features: Automatic Power Pilot, Ford's exclusive carburetor-ignition-combustion system, free-turning valves, exclusive no-ford in its field, precision-welded, superior alloy crankshaft, a Ford exclusive in the industry, high-alloy cast steel exhaust valves, another Ford exclusive, superalloy aluminum alloy pistons, the finest type in the industry, waterproof ignition for quick, sure starts in all kinds of weather, key-tam starting for extra convenience.

Beautiful Baked Enamel

Body Colors

Single-Tone: Raven Black, Woodsmoke Gray, Skandak Blue, Glacier Blue, Timberline Green, Fern Hill Green, Seafog Green, Polynesian Bronze, Sandpiper Tan, Carnival Red.

Two-Tone (at extra cost): Carnival Red with Sargate Ivory top; Glacier Blue with Skandak Blue top; Seafog Green with Timberline Green top.

Modern Interiors

5 Color-Harmonized Interiors: Two-tone Gray Stripe Craft-oid, Green and White Diagonal Stripe Craftweave or Two-tone Tan Check Craftweave upholstery to harmonize with exterior colors; seat bolsters and headlining in harmonizing darker shades; 2-tone vinyl-and-cloth door and quarter panel trim. Paired surfaces are in rich gray, green or bronze metallic. Pebbled rubber floor mats—black in front, colored in rear. Blue and Ivory or Mahogany and Ivory Socklifter (grain) upholstery and trim at extra cost.

Fittings and Controls: 2 sun visors; one rear fender and rear parking brake handle at left of steering wheel; 2 pillar lights operated by door switches or knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; ash tray in front, 2 in rear; 4-position starter-ignition switch; cigarette lighter; stem-wound clock; coat hooks; 2 assist loops.

Choice of Three Great Drives

Fordomatic Drive (at extra cost)—fluid torque converter combined with automatic planetary gear train; Safety Sequence Drive Selector on steering column; no clutch pedal. **Overdrive (at extra cost)**—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type; helical gears; synchronizers for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type, Ratio (to 1) with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 or 3.31 opt.; with Fordomatic—3.31 std., 3.34 opt.

Magic Action Brakes: disc-rod type, 10 in. dia. drums, welded linings, total area 173.5 sq. in. Double seal between drum and backing plate. Power-Pivot pedal mounting; master cylinder on front of dash, under hood.

Balanced-Cone Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and triple-tooth sector gear. **Tires and Wheels:** 6.70 x 15 4-ply on 5 in. rim. Black sidewalls standard; white sidewalls optional at extra cost.

Semi-Constant Clutch (with Conventional and Overdrive transmissions): dry, single plate type, 9.5 in. outside diameter, ball-type throwout bearing; Power-Pivot pedal mounting.

Independent Front Wheel Suspension: tapered-to-weight Hydra-Coil springs with Viscous Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flax springs; rubber-bushed brackets and torsion-type shackles; diagonally mounted Viscous Control shock absorbers.

Frame: box-section side rails, 5 cross members; center cross member and diagonal struts form rigid K-bar.

Exterior Dimensions

115 in. wheelbase; 58 in. front, 56 in. rear track; 197.8 in. long; 74.3 in. wide; 61.9 in. high (with normal load).

*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dust areas.

**Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.



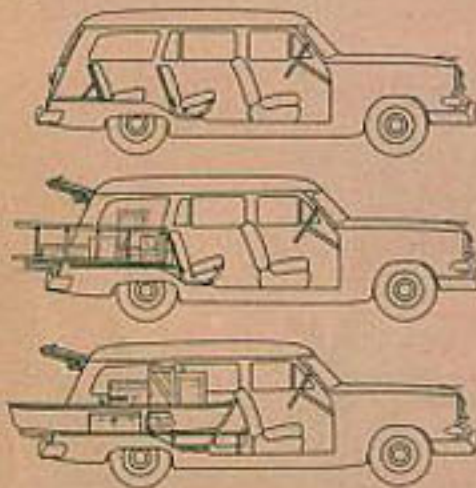
It's personal transportation that has no peer for practical people. It's a car with a special air of smartness that gives you real pride of ownership . . . makes it a popular choice for every member of your family.

The Customline Club Coupe

The Customline Country Sedan...room for eight or all your freight!



Here's how to meet *all* your needs in *one* smart-looking, comfortable car. It carries a big family or loads of furniture with equal ease. It has a rugged all-steel body... your choice of single-tone or two-tone colors. Inside, the foam-rubber cushioned seats are upholstered in durable vinyl for extra beauty—and easy cleaning. The rear floor is covered with attractive ribbed linoleum. You'll discover such convenience features as a counterbalanced lift gate and push-button, rotary release latches. The spare tire is conveniently stowed under the rear floor. Cargo compartment dimensions are same as Country Squire.



QUICK CHANGE ARTIST

It's a roomy and comfortable 8-passenger station wagon that rides as smooth as a sedan. Four doors give easy access to all seats. Stowaway center seat is divided into two sections, which can be tilted forward so you can slip into the rear seat easily. The rear seat comes out in two sections. This allows you plenty of "carrying" space and still gives you room for six big people. Then the center seats fold flush with the floor giving you almost 9 feet of level load length with the tail gate down.

SPECIFICATIONS

World-Famous V-8 Engine

State-Star V-8: 110 brake horsepower @ 2800 rpm; 22.5:1 compression ratio; 3.19 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement; L-head type; dual downward carburetor with dry-type air cleaner; *Full-Flow fuel pump; ** In-pump type of filter (or extra cost); 15-plate, 90 amp-hr. battery.

And the Ford V-8 has all these "work more" features: Automatic Power Pilot, Ford's exclusive carburetor-ignition-combustion system, free-firing valves, exclusive to Ford in its field; precision-machined, superior alloy crankshaft, a Ford exclusive in the industry; high-alloy cast steel exhaust valves, another Ford exclusive; super-fitted aluminum alloy pistons, the finest type in the industry; waterproof ignition system for quick, sure starts in all kinds of weather; keyless starting for extra convenience.

Beautiful Babed Enamel Body Colors

Single-Tone: Woodstock Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seclusion Green, Polyesian Bronze, Sandpiper Tan, Carnival Red.

Two-Tone: Carnival Red with Sandpiper Tan; Fern Mist Green with Sungate Ivory; Sandpiper Tan with Polyesian Bronze; Sheridan Blue with Sungate Ivory. 1 for color listed is on body below belt molding and on non-second color is between drip and belt moldings.

Modern Interior

Color-Harmonized Interior: Upholstery in Mohogany and Mink Snow Vinyl to harmonize with exterior color; door upper and lower panels and body quarter panels in mahogany-grained vinyl; door center panels in lighter Mink Snow Vinyl; headlining in harmonizing brown and ivory waves plastic. Painted surfaces are in rich goldtone and brown metallic. Pebbled black rubber floor mats in passenger compartment; heavy ribbed tan linoleum in load space, on bottom and back of Stowaway center seat and interior of tail gate.

Fittings and Controls: 2 lock vision, one rest on doors; 2-spoke steering wheel with horn ring; parking brake handle at left of steering wheel; 2 pillar lights operated by door switches or knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; ash tray in instrument panel and in front seat back; radio cord; 4-position starter-ignition switch; cigarette lighter; stem-wound clock; coat hooks.

Choice of Three Great Drives

Fordomatic Drive (at extra cost)—fluid torque converter combined with automatic planetary gear train; Safety Sequence Drive Selector on steering column, no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type; helical gears, synchronizers for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type, Ratio (to 1): with Conventional—4.09 std., 4.27 opt.; with Overdrive—4.27 std.; with Fordomatic—3.54 std.

Magic Action Brakes: disc-serve type, 11 in. dia. drums, welded linings, total area 159.1 sq. in. Double seal between drum and backing plate. Power-Pivot pedal mounting; master cylinder on front of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and triple-tooth sector gear.

Tires and Wheels: 7.10 x 15 6-ply tires on 5 in. rim. Black sidewalls standard; white sidewalls optional at extra cost.

Self-Centering Clutch: (with Conventional and Overdrive transmissions) dry, single plate type, 9.5 in. outside diameter; ball-type throwout bearing; Power-Pivot pedal mounting.

Independent Front Wheel Suspension: torsion-bar-weight Hydro-Coil springs with Vacuum Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Paraflex Springs; rubber-lashed brackets and tension-type shackles; diagonally mounted Viscous Control shock absorbers.

Frame: box-section side rails; 5 cross members; center cross member and diagonal cross form rigid K-bar.

Exterior Dimensions

115 in. wheelbase; 58 in. front; 56 in. rear tread; 197.8 in. long; 74.3 in. wide; 63.9 in. high (with normal load).

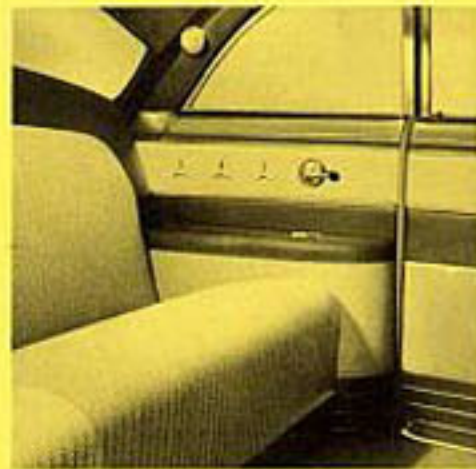
*Oil bath air cleaner, optional at extra cost, is factory installed on all cars for delivery in 4th week.

**Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars sold in zones requiring vacuum boost; wind shield wiper operator and on all cars equipped with Overdrive or Fordomatic Drive.



No other station wagon in its field can match the smart new Country Sedan for 8-passenger comfort and trend-setting features—except another Ford—the 1953 Country Squire.

The Customline Country Sedan



SEDAN SNUG—CONVERTIBLE SMART

Here's high fashion and all 'round comfort no other car can match! The new 1953 Ford Victoria, with its modern, weather-snug body has new interior beauty that is styled to stay in style for years. The Victoria's exciting new upholstery and trim combinations . . . its modern-to-the-minute fittings and metalware . . . its deep-seated good looks . . . mark a new high standard of the interior designer's art. And the Victoria's plump foam-rubber cushioned seats fulfill the promise of their lounge-car look.

The Crestline Victoria...you'll say it's merely terrific!



The smart and distinctive '53 Ford Victoria sets a whole new trend for the others to follow. Note the sweeping grace of the extra wide and extra deep rear window for backward vision unlimited. Up front, you'll find its counterpart in a big, curved one-piece windshield that gives you clear, unobstructed visibility where you need it most. Like the convertible, the rear quarter windows pivot completely down, leaving no center posts to interfere with your view!

You'll see styling that is years ahead in the long, low lines of the '53 Ford Victoria. And you'll find the ultimate in quality in every detail of its construction. Yes, here truly is a quality car that's the *last word* in distinction . . . a car that you'll be proud to call your own!

SPECIFICATIONS

World-Famous V-8 Engine

Auto-Star V-8: 110 brake horsepower @ 3600 rpm; 39.5 square in. x 7.2 to 1 compression ratio; 3.19 in. bore x 3.15 in. stroke; 239.4 cu. in. displacement; L-head type; dual downdraft carburetor with dry-type air cleaner;* Full-Flow fuel pump** In-pump type oil filter (at extra cost); 15-plate, 90 amp-hr. battery.

And the Ford V-8 has all these "worth more" features: Automatic Power Pilot, Ford's exclusive carburetor-ignition-combustion system; free-throwing valves, exclusive to Ford in its field; precision-welded superior alloy crankshaft, a Ford exclusive in the industry; high-alloy cast steel exhaust valves; another Ford exclusive; super-heat aluminum alloy pistons; the float type in the industry; waterproof ignition for quick, sure starts in all kinds of weather; key-turn starting for extra convenience.

Beautiful Baked Enamel Body Colors

Single-Tone: Sargate Ivory.
Two-Tone: Glacier Blue with Sargate Ivory top; Fern Mist Green with Sargate Ivory top; Raven Black with Sargate Ivory top; Flamingo Red with Sargate Ivory top; Sargate Ivory with Fern Mist Green top; Sargate Ivory with Carnival Red top; Sargate Ivory with Sheridan Blue top; Sealoom Green with Tinbergen Green top.

Modern Interiors

3 Color-Harmonized Interiors: Mahogany Vinyl and Brown Nylon Carfloor; Blue Vinyl and Blue Nylon Carfloor and Green Vinyl and Green Nylon Carfloor to harmonize with exterior colors; seat bolsters and headlining in darker shades; 3-tone vinyl door and quarter panel trim. Painted surfaces are in rich goldtone, green or blue metallic. Carpet, front and rear, are in harmonizing colors.

Fittings and Controls: 2 sun visors; one rear in front, built-in type at sides of rear seat; 2-spoke steering wheel with horn ring; parking brake handle at left of steering wheel; light back of each quarter window and under instrument panel operated by door switches or knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; 2 robe cord ash tray in instrument panel and in rear arm rest; 4-position wiper-ignition switch, cigarette lighter, over-ward clock, coat hook.

Choice of Three Great Drives

Fordomatic Drive (at extra cost)—fluid torque converter combined with automatic planetary gear train, Safety Sequence Drive Selector on steering column, no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type; helical gears; synchronizers for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type. Ratio (to 1): with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.70 std., 3.90 or 3.31 opt., with Fordomatic—3.31 std., 3.54 opt.
Magic Action Brakes: disc-serve type; 10 in. dia. drums; welded linings, total area 173.5 sq. in. Double seal between drum and backing plate. Power-Pivot pedal mounting; master cylinder on front of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and triple-tooth sector gear.
Tires and Wheels: 6.70 x 15 4-ply on 5 in. rim standard with Conventional Drive or Overdrive; 7.10 x 15 4-ply on 5 in. rim standard with Fordomatic Drive; black sidewalls standard; white sidewalls optional at extra cost.

Semi-Centrifugal Clutch: (with Conventional and Overdrive transmissions); dry, single plate type; 9.5 in. outside diameter; ball-type throwout bearing; Power-Pivot pedal mounting.

Independent Front Wheel Suspension: tailored-no-weight Hydro-Coil springs with Viscous Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flex springs; rubber-bushed brackets and tension-type shackles; diagonally mounted Viscous Control shock absorbers.

Frame: special-design box-section side rails; 5 cross members; center cross member and diagonal brace form rigid K-bar.

Exterior Dimensions

115 in. wheelbase; 58 in. front, 56 in. rear tread; 197.8 in. long; 74.3 in. wide; 60.7 in. high (with normal load).

*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in that area.

**Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.



The beautiful new 1953 Ford Victoria reflects perfect symmetry in every line . . . in each detail of design. For town and country driving here's a beauty that "belongs."

The Crestline Victoria

The Crestline Sunliner...newest and smartest under the sun!



SPECIFICATIONS

World-Famous V-8 Engine

Stato-Ster V-8: 110 brake horsepower @ 3600 rpm, 32.5 variable h.p., 7.2 to 1 compression ratio, 3.19 in. bore x 3.75 in. stroke, 239.4 cu. in. displacement, L-head type, dual downdraft carburetor with dry-type air cleaner,* Full-flow fuel pump,** In-car type oil filter (at extra cost), 15-plate, 50 amp-hr. battery.

And the Ford V-8 has all these "work more" features: Automatic Power-Flit, Ford's exclusive carburetor-ignition-consumption system; free-turning valves, exclusive to Ford in its field; precision-machined, superior alloy crankshaft, a Ford exclusive in the industry; high-alloy cast steel exhaust valves; greater Ford exclusive super-heat aluminum alloy pistons, the best type in the industry; waterproof ignition for quick, sure starts in all kinds of weather; key-turn starting for extra convenience.

Beautiful Baked Enamel

Body Colors

Raven Black, Woodsmoke Gray, Sherida Blue, Glacier Blue, Timberline Green, Fern Mist Green, Sealoon Green, Polyglas Bronze, Sandpiper Tan, Carnival Red, Sunpate Ivory, Coral Flame Red.

Steak Breezeway Top

Fabric top is operated by new, faster acting mechanism; large zip-out rear panel carries vinyl window. Top colors, to harmonize with body color selected: black with black binding, black with red binding, gray-tan with gray-tan binding and green with dark green binding.

Modern Interiors

4 Color-Harmonized Interiors: Black Leather and Red Vinyl, Dark Brown Leather and Ivory Vinyl, Dark Green Leather and Ivory Vinyl or Dark Blue Leather and Ivory Vinyl upholstery in harmonious with exterior colors; vinyl seat bottoms in lighter shades; 3-tone vinyl door and quarter panel trim. Painted surfaces are in rich black, green, brown or blue colors. Padded surface rubber mats—black in front, colored in rear.

Fittings and Controls: 2 sun visors, arm rests on front doors; 2-spoke steering wheel with horn ring; parking brake handle and top control switch on left of steering wheel; light under instrument panel operated by door switches or knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; 2 radio cards, ash tray in instrument panel and at sides of rear seats; 4-position starter-ignition switch; cigarette lighter; stem-wound clock.

Choice of Three Great Drives

Fordomatic Drive (at extra cost)—Ford torque converter combined with automatic planetary gear train; Safety Sequence Drive Selector on steering column; no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear unit which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type, helical gears; synchronization for 2nd and 3rd speeds.

Rugged Chassis

Rear Axle: hypoid gear type, Ratio (Dr 1), with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 or 3.31 opt.; with Fordomatic—3.31 std., 3.54 opt.

Magic Action Brakes: disc servo type; 10 in. dia. drums; molded linings, total area 173.5 sq. in. Double seal between drums and backing plate. Power-Flit pedal mounting; master cylinder on front of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and triple-tooth sector gear.

Tires and Wheels: 6.70 x 15 4-ply on 5 in. rim standard with Conventional Drive or Overdrive; 7.10 x 15 4-ply on 5 in. rim standard with Fordomatic Drive. Black sidewalls standard, white sidewalls optional at extra cost.

Semi-Convertible Cloth: (with Conventional and Overdrive transmissions); dry, single plate type; 9.5 in. outside diameter; ball-type throwout bearing; Power-Flit pedal mounting.

Independent Front Wheel Suspension: torsion-bar-weight Hydra-Coil springs with Viscous Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic; Rate-Flax springs; rubber-bushed brackets and tension-type shackles; diagonally mounted Viscous Control shock absorbers.

Frame: box-section side rails; 4 cross members with rugged I-beam X-member.

Exterior Dimensions

115 in. wheelbase; 58 in. front, 50 in. rear track; 197.8 in. long, 74.3 in. wide; 61.1 in. high (with normal load).

*Of ball type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dust areas.

**Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.

Here's open car styling that's sure to be "out front" in the smartest places. And it's got "go" to match its beauty with the famous Ford V-8 engine—the only V-8 in its field.



The Crestline Sunliner

IT'S WEATHER TIGHT

With Breezeway top up, the new Ford Sunliner offers the weather-tight comfort of a sedan. Top is held securely to the windshield by a lever-action latch for a perfect weather seal. And the top is designed to keep its smooth, glove-tight appearance come wind or rain.

The large rear window is set into a car-wide panel that zips out in a flash for extra ventilation when weather permits. And, another extra feature not found in most convertibles, is the new Ford Sunliner's flexible top well. It can be pushed forward and up out of the way (from inside trunk) when the top is up to give you about three cubic feet of extra storage space in the huge luggage compartment!

The new Ford Sunliner is a "top-downer's" delight! To lower the Breezeway top, you merely release the single lever at the top of the windshield . . . pull a handy switch on the control panel and the Sunliner's new, faster top mechanism lowers it completely out of sight in seconds! Top motor automatically cuts off when top is completely down.

The interiors are a decorator's dream come true. You ride on two-tone leather and vinyl seats that blend with inside paneling and harmonize with outside colors. And, for 1953, you can select from 12 brilliantly beautiful Sunliner body colors!

The Crestline Country Squire... distinctive beauty for double duty



Like the Country Sedan, its body is all-steel for extra safety. For added beauty and distinction, the Country Squire's exterior panels have a mahogany-grained finish . . . trimmed with genuine maple or birch wood.

Seats are upholstered in smart Mahogany and Milan Straw vinyl upholstery. The rear floor is covered with easy-to-clean, long-wearing, ribbed linoleum. The spare tire is hidden under the rear floor boards, where it is easy to get at—yet is out of the way. Tools are clamped securely to spare tire.

World-Famous V-8 Engine

State-Of-The-Art V-8: 110 brake horsepower @ 3900 rpm; 32.5 cubic in., 7.2 to 1 compression ratio; 3.19 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement; L-head type; dual downdraft carburetor with dry-type air cleaner; Full-Flow fuel pump; 14-gal. type oil filter (at extra cost); 15-plate, 90 amp-hr. battery.

And the Ford V-8 has all these "worth more" features: Automatic Power Flap, Ford's exclusive carburetion-ignition-combustion system; free-running valves, exclusive to Ford in its field; precision-molded, superior alloy crankshaft, a Ford exclusive in the industry; high-alloy cast steel exhaust valves, another Ford exclusive; separated aluminum alloy pistons, the latest type in the industry; waterproof ignition for quick, sure starts in all kinds of weather; key-tum starting for extra convenience.

Beautiful Baked Enamel Body Colors

Glacier Blue, Fern Mar Green, Seaford Green, Polyester Bronze, Sandpiper Tan, Carnival Red.

Body sides and tail gate are grained to simulate mahogany and lined with beautifully grained genuine birch or maple; area between dip and belt moldings (except windshield post) is grained to harmonize with wood lining.

Modern Interior

Color-Harmonized Interior: Upholstery in Mahogany and Milan Straw Vinyl to harmonize with exterior colors; door upper and lower panels and body avener panels in mahogany-grained vinyl; door center panels in lighter Milan Straw Vinyl; headliner in harmonizing brown and ivory wave plastic. Painted surfaces are in rich goldtone and brown metallic. Pebbled black rubber floor mats in passenger compartment; heavy ribbed tan linoleum in load space, on bottom and back of Snowaway center seat and interior of tail gate.

Fittings and Controls: 2 sun visors; arm rests on doors; 2-spoke steering wheel with horn ring; parking brake handle at left of steering wheel; 2 pillar lights operated by door switches or knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; ash tray in instrument panel and in front seat back; robe cord; 4 position stereo-ignition switch; cigarette lighter; stem-wound clock; coat hooks.

SPECIFICATIONS

Choice of Three Great Drives

Automatic Drive (at extra cost)—fluid torque converter combined with automatic planetary gear train; Safety Sequence Drive Selector on steering column; no clutch pedal. **Overdrive** (at extra cost)—conventional 3-speed selective gear type transmission plus planetary gear set which provides 4th speed ratio (0.70 to 1) automatically. **Conventional Drive**—3-speed selective gear type; helical gears; synchronizers for 2nd and 3rd speeds.

Rigged Chassis

Rear Axle: hypoid gear type. Ratio (to 1): with Conventional—4.09 std., 4.27 opt.; with Overdrive—4.27 std.; with Fordomatic—3.54 std.

Magic Action Brakes: duo-servo type; 11 in. dia. drums; milled linings; total area 159.1 sq. in. Double seal between drum and backing plate. Power-Flap pedal mounting; master cylinder on floor of dash, under hood.

Balanced-Ease Steering: Symmetrical linkage with spring-loaded ball in cross link. Worm and miter-tooth sector gear.

Tires and Wheels: 7.10 x 15 6-ply tires on 5 in. rims. Black sidewalls standard; white sidewalls optional at extra cost.

Semi-Centrifugal Clutch: (with Conventional and Overdrive transmissions) dry, single plate type; 9.5 in. outside diameter; ball-type throwout bearing; Power-Flap pedal mounting.

Independent Front Wheel Suspension: isolated-to-weight Hydra-Coil springs with Viscom Control shock absorbers; one-piece torsional stabilizer bar.

Variable Rate Rear Suspension: semi-elliptic Para-Flax Springs; rubber-bushed brackets and tension-type shackles; diagonally mounted Viscom Control shock absorbers.

Frame: box-section side rails; 5 cross members; center cross member and diagonal struts form rigid K-bar.

Exterior Dimensions

115 in. wheelbase; 58 in. front, 56 in. rear tread; 107.0 in. long; 74.3 in. wide; 63.9 in. high (with normal load).

*Oil bath type air cleaner, optional at extra cost, is factory-installed on all cars for delivery in hot areas.

**Special fuel and vacuum pump unit, optional at extra cost, is factory-installed on all cars sold in states requiring vacuum booster with quiet water operation and on all cars equipped with Overdrive or Fordomatic Drive.

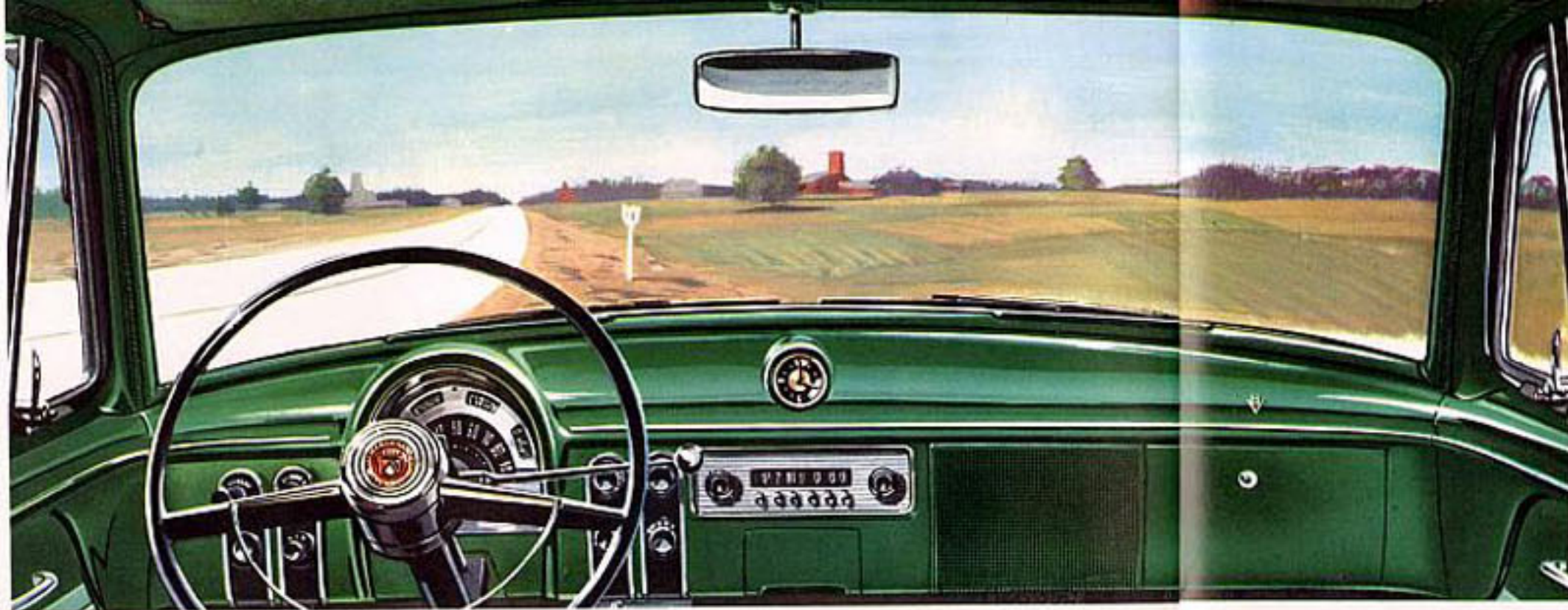
For Sunday calling or Monday hauling, you can't find a better, a more distinctive station wagon buy.



The Crestline Country Squire



Smartly Styled Instrument Cluster is a pace-setter in design. All instruments are placed where they are easy to read. Lighting can be dimmed as desired.



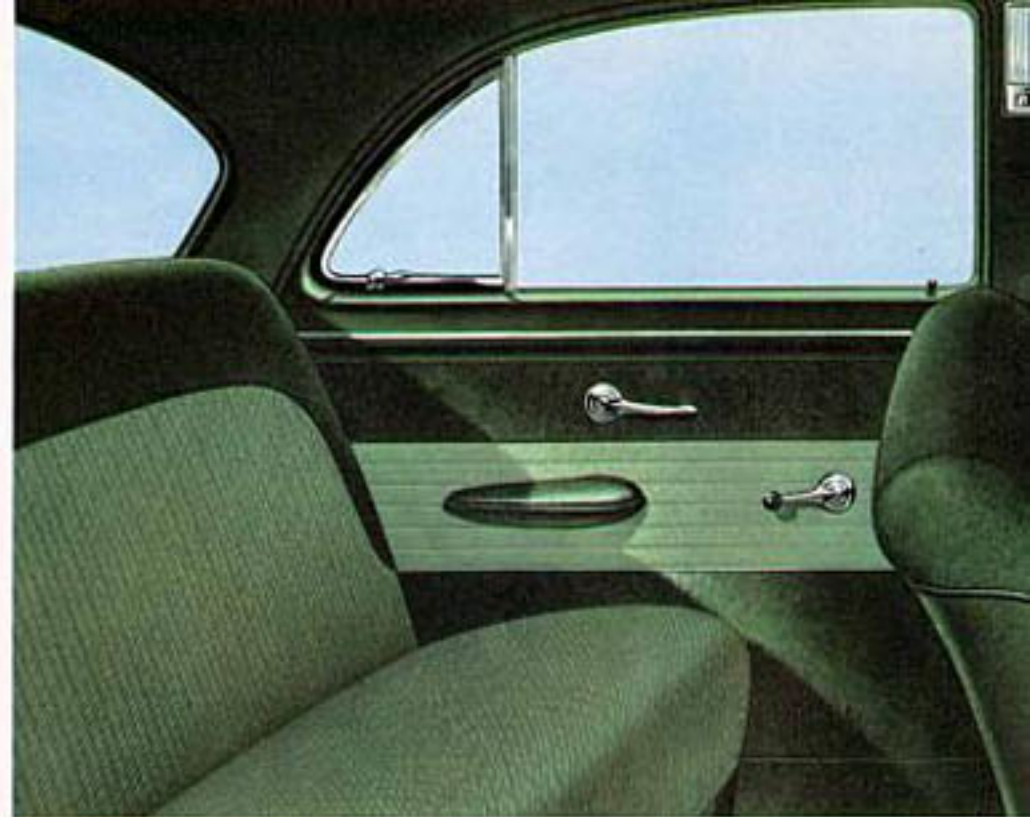
Styled to stay beautiful

Ford's modern new interiors are the style-setters for '53. Interior fabrics and trim are color-keyed to outside colors on *all* '53 Fords. In all, there are over 200 body-style, color and upholstery combinations.

The new Fordcraft upholstery and trim fabrics have been developed for their standout beauty and their ability to resist wear.

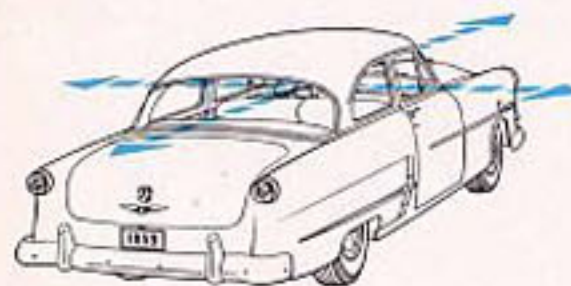
Hardware is designed both for durability and beauty. Door handles and window cranks are located where they are convenient and easiest to operate.

Every detail of trim . . . every distinctive feature in its modern-to-the-minute interior . . . is a perfect complement to the 1953 Ford's ultra-modern, trend-setting exterior design.



Sofa-wide and sofa-soft are Ford's seats for 1953. Three people can ride up front or in back with hip and shoulder room to spare. There's plenty of leg room, too, even if you're a six-footer.

Note the comfortably located arm rests . . . the bright metal trim molding . . . the extra-large, two-tone cloth-and-vinyl side paneling. Each detail is designed for your greater driving enjoyment and convenience.



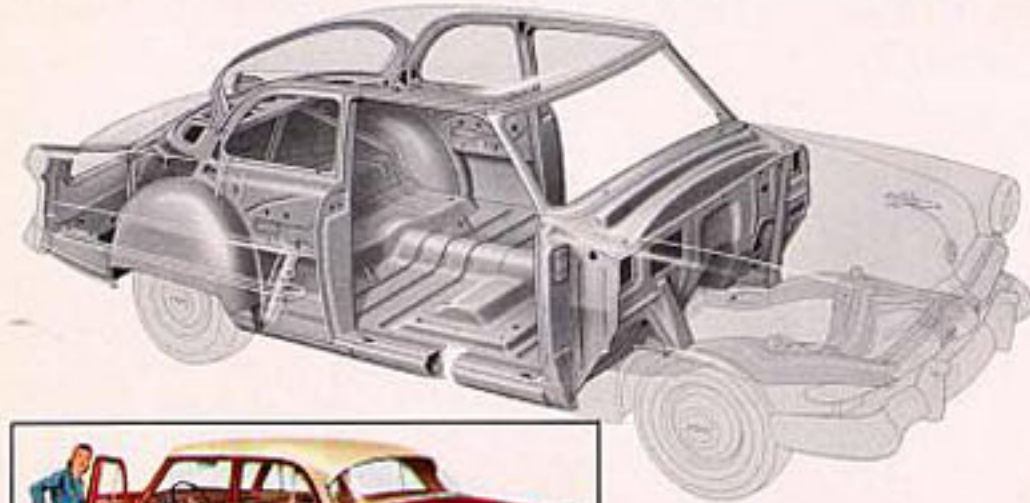
Ford's Full-Circle Visibility brings you an extra margin of safety! That huge, curved, one-piece windshield is only part of the story. For you also get a huge, curved, car-wide rear window, and big

picture windows on both sides. Then, too, there's the big, wide rear view mirror for better vision to the rear. Two ball-joints permit easy adjustment in any direction for tall or short drivers . . . any angle

of vision. And new I-REST tinted safety glass rests your eyes night and day . . . effectively cuts glare from sun rays and oncoming headlights. It's optional on *all* Customline and Crestline models.

Ford Flight-Style Control Panel blends into the doors in a sweeping curve—and it's color-harmonized to blend with interior upholstery and exterior coloring. Easy-to-reach controls are individually

lighted for quick identification at night . . . another Ford first in the low-price field. Note convenient central location of ash tray . . . and the big parcel compartment with its handy push-button latch.

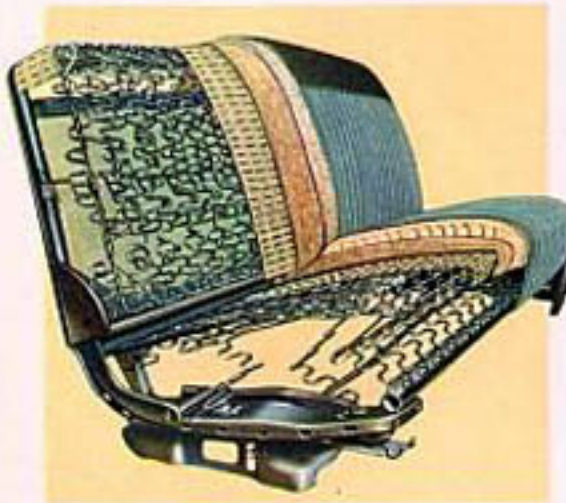


1953 Ford Quality Bodies are the most advanced in the industry. In every line . . . in every detail of design they're styled to stay *beautiful* for years. And they're quality-built to stay *young* for years to come.

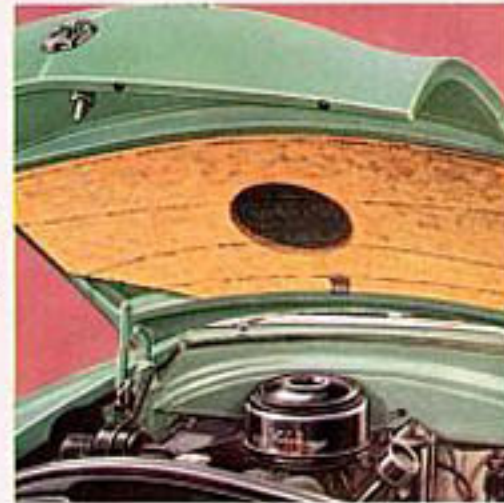
And behind its "built-for-keeps" beauty, there's Ford's hull-tight construction that seals out water, dust and drafts. Body bolts are rubber-cushioned . . . joints are welded, soldered and

plastic-sealed. And clutch and brake pedals are suspended from above to do away with dusty, drafty floor holes. Every body member is specially designed and built to strictest specifications to assure long life and greater safety.

All of this years ahead design . . . all of this care in construction, is your best assurance that the '53 Ford will *keep* its value for a long, long time.



Foam Rubber Cushions on front and rear seats . . . thick pillow backs . . . and non-sag springs will keep you comfortable no matter how far you travel. And beneath the beauty and comfort you'll find mechanical advances like Ford's Automatic Posture Control. The driver's seat slides forward on ball bearings when you touch a lever . . . adjusts its angle to accommodate both short and tall drivers.



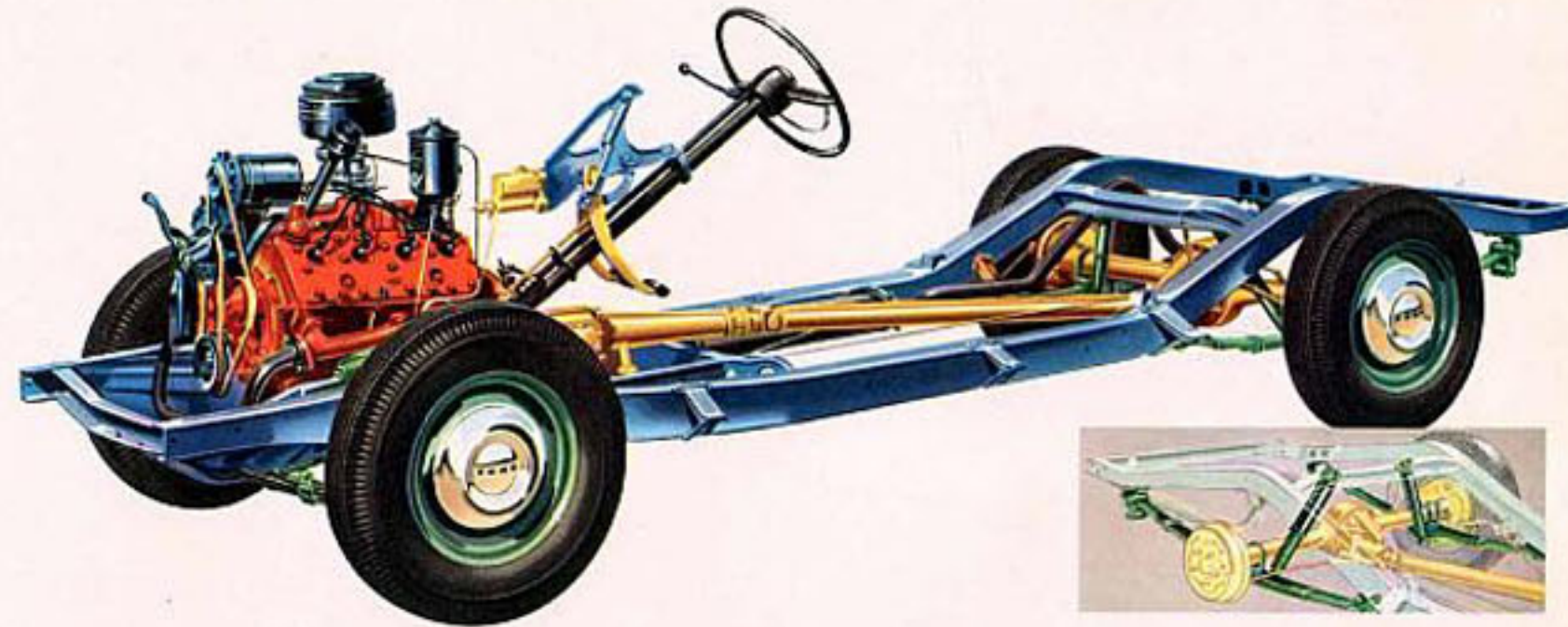
Ford's Advanced Insulation against weather, noise, dust and water gives you better all-around protection than you'll find in cars costing hundreds more. Even the hood is lined with thick, sound-deadening glass fiber for *extra* quietness. A special plastic sealer is used in many spot-welded joints for *extra* protection. Notice counterbalancing hinges on Presto-Lift Hood. A finger-tip can lift it . . . and it *stays* open too.

Built to quality standards . . . big and husky too!



Front Tread is two inches wider than the rear tread. This advanced engineering feature gives the '53 Ford a better "footing" on all roads . . . makes handling and steering easier, too.

Husky K-Bar Frame Member consists of two deep, channel-shaped struts welded to the frame cross member. It adds extra twist resistance to the rugged Ford frame . . . gives greater rigidity and longer life.



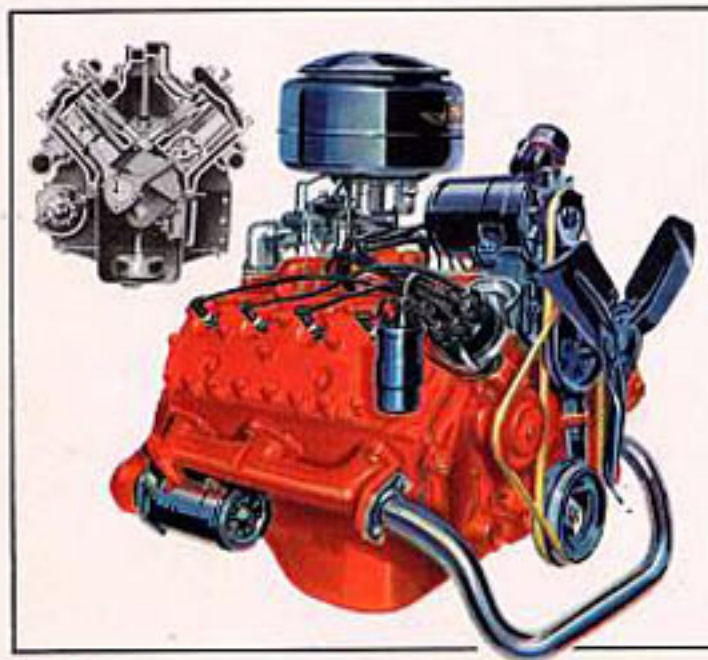
Balanced-Ease Steering makes all driving easier . . . takes the work out of parking. And Ford's King-Size Brakes are double-sealed against dirt and water to give you safer braking.

Power-Pivot Clutch and Brake Pedals are suspended from above for easier operation. This permits brake master cylinder to be mounted in the engine compartment for better protection . . . easier inspection and servicing.

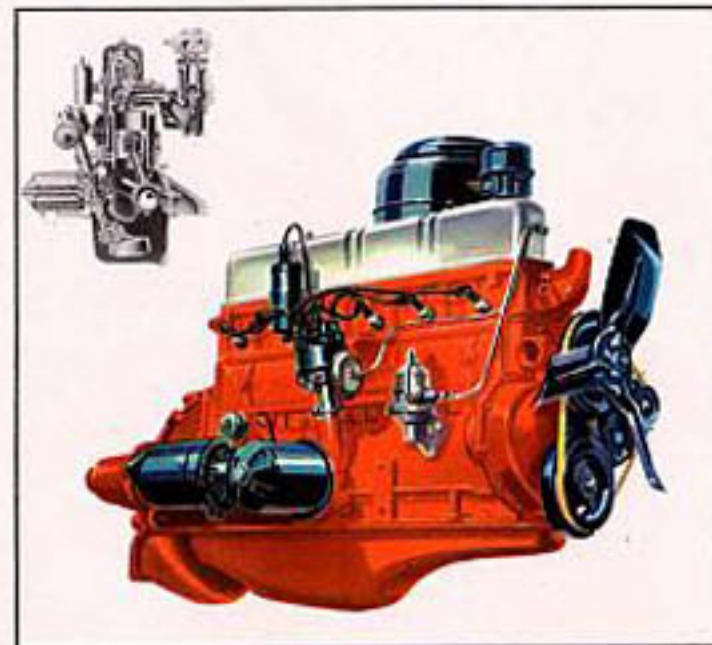
Ford's Exclusive Automatic Ride Control brings a new concept of riding comfort to the low-price field. This smoothly coordinated system of ride control elements adjusts *instantly* and *automatically* to changing road conditions to give you a smoother, safer, more sure-footed ride. Spring and shock absorber action is softer, more precisely balanced. The system has such advanced ride features as low center of gravity

. . . wide front tread . . . Hydra-Coil Front Springs, tailored-to-weight of model . . . Variable-Rate Rear Suspension with extra-long springs, rubber bushings at shackles and brackets, and new, longer-lived inserts between upper leaves . . . Viscous Control Shock Absorbers which adjust their "give" to suit road conditions . . . torsional stabilizer at front, diagonally mounted shock absorbers at rear, to control side sway.

"Go" that leaves them all behind

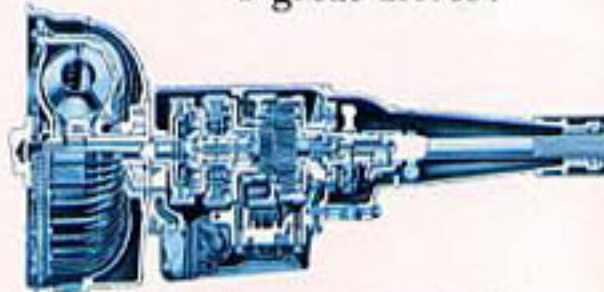


High-Compression 110-h.p. Strato-Star V-8 is the smoothest, most spirited engine . . . and the only V-8 . . . in the low-price field! It has free-turning, high-lift valves for more efficient operation and longer life. And thanks to Ford's Automatic Power Pilot, you get high-compression performance without the need for premium fuel. This efficient, completely integrated, self-regulating ignition, carburetion and combustion system is an exclusive Ford feature.

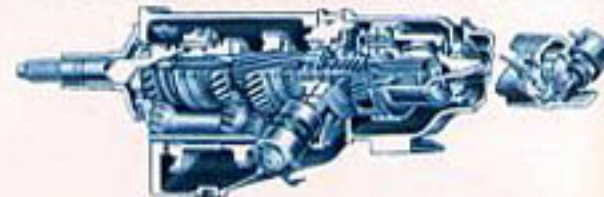


High-Compression 101-h.p. Mileage Maker Six is the most modern six cylinder engine in the low-price field. It has free-turning overhead valves. And the bore and stroke are almost equal in dimensions so pistons can travel a shorter distance per mile. This means low friction and high economy. Ford's Automatic Power Pilot squeezes the last ounce of high-compression "go" out of every gallon of gas . . . "regular" gas at that!

Choose from
3 great drives!



Fordomatic is really two automatic drives in one . . . a fluid torque converter *plus* automatic mechanical gears. You get the exact power you need, when you need it. Rocking out of sand or snow is extra-easy.



Overdrive lets your engine loaf along at 35 while your car's doing 50! Saves you up to 15¢ on every gas dollar and makes driving quieter, more relaxing.

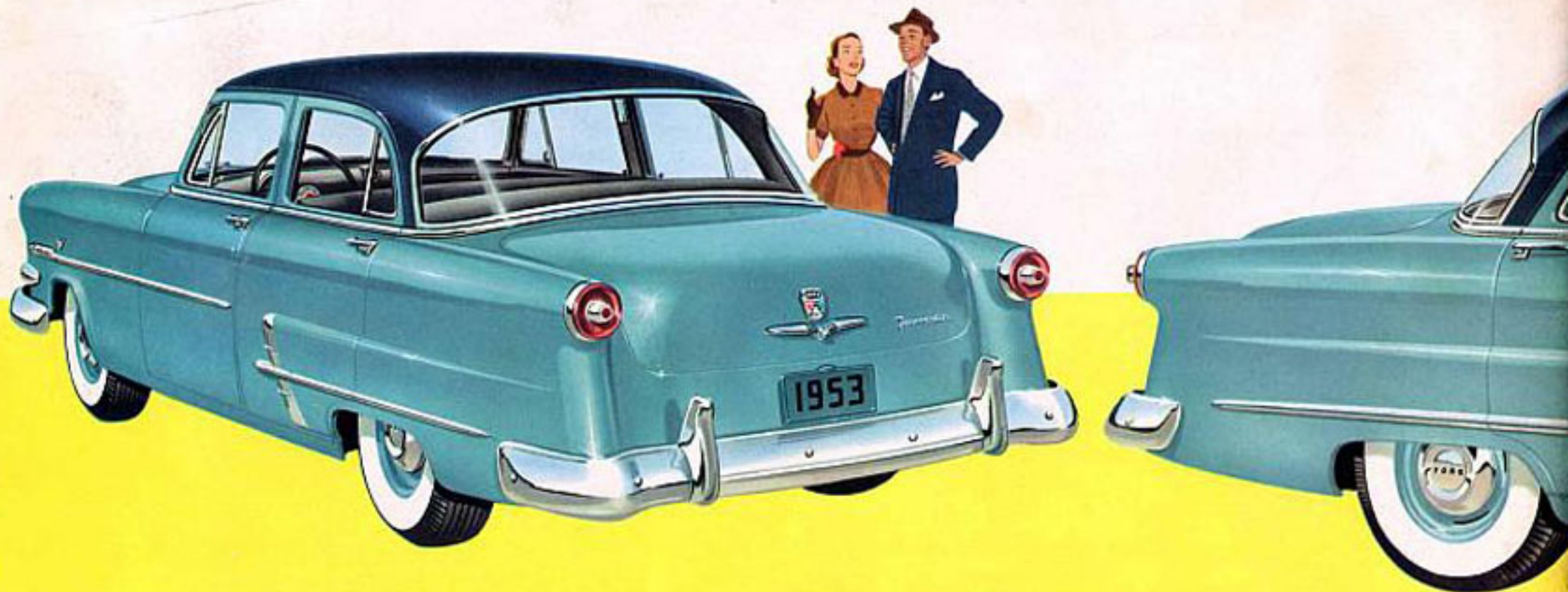
Conventional Drive, teamed with Ford's semi-centrifugal clutch and Power-Pivot Clutch Pedal, gives you the finest in manual-shift driving.

For '53... Ford brings you 41 "Worth More" features... features that will make your new Ford...

WORTH MORE WHEN YOU BUY IT . . . WORTH MORE WHEN YOU SELL IT!

1. Trend-setting styling.
2. Ford quality body.
3. New improved ride.
4. Only V-8 in the low-price field.
5. Most modern Six in the low-price field.
6. Center-Fill Fueling.
7. Power-Pivot suspended clutch and brake pedals and dash-mounted brake master cylinder.
8. Balanced-ease steering.
9. Full-Circle Visibility, one-piece curved windshield and car-wide rear window.
10. Wide front tread.
11. Hull-tight construction.
12. Advanced sound-and-weather body insulation.
13. Color-keyed interior-exterior combinations.
14. More than 200 body-style, color and upholstery combinations.
15. MagicAire heating and ventilating system.
16. Flight-Style control panel with individually lighted controls.
17. I-REST tinted safety glass.
18. Automatic Posture Control.
19. Foam rubber cushions and non-sag springs in all seats.
20. Push-button door handles, rotor-type door latches and pin-tumbler door locks.
21. Silent-Doorman two-stage front door checks and free-entree offset door hinges.
22. Baked enamel finish.
23. Presto-Lift counterbalanced hood.
24. Key-Release counterbalanced deck lid with Space Saver deck lid hinges.
25. Tailored-to-weight front springs.
26. Variable-Rate rear spring suspension with diagonally mounted shock absorbers.
27. Viscous Control shock absorbers.
28. K-bar frame with box-section side rails and five cross members.
29. Magic Action double-sealed brakes.
30. Free-action hand brake.
31. Power-Cushion semi-centrifugal clutch.
32. Safety-Sequence drive selector.
33. Fordomatic Drive.
34. Overdrive.
35. Automatic Power Pilot.
36. Free-turning high-lift valves.
37. Super-fitted aluminum pistons.
38. Precision-molded superior alloy crankshaft.
39. Precision-molded high alloy exhaust valves.
40. Waterproof ignition system.
41. Key-turn starting.

Fordomatic Drive, Overdrive, heater, radio, two-tone colors on Ranch Wagon and Customline Sedans and Coupes, I-REST tinted safety glass, oil bath air cleaner, oil filter and white sidewall tires optional at extra cost. The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to discontinue models at any time, or change specifications, design, or prices without notice and without incurring obligation.



'53 FORD... the new Standard of the American Road!